



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

March 27, 1986

Mr. Thomas J. Tanski
President
Broadcast Marketing Corp.
551 Fifth Avenue
New York, NY 10176

Dear Mr. Tanski:

Your letter to Hamish Maxwell, Chairman of Philip Morris Companies Inc., dated March 17 was sent to me.

We choose not to involve our sales and advertising operations with an "open to buy" program, but thank you for contacting us.

Sincerely,

James L. Thompson, Jr.
Vice President - Media

mcf:

bcc: Renee Simons

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MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT LIGHTS PLAYERS SARATOGA CAMBRIDGE ALPINE MULTIFILTER